

MSR
**Station Order Revised
Heinrich for Senate 2012**

201092

Market: Albuquerque

Estimate ID

Flight Dates: Monday, October 15, 2012 to Sunday, October 21, 2012

11649

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krqe.com

Fax: 505-944-0259

Direct: 505-998-9530

JG
10/1/12**KASA-TV**

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
Judge Mathis			DT	M-F	\$30.00	5	1		1	✓		2
1:00 PM	2:00 PM			30	\$60.00							
Funny Videos			EF	M-F	\$50.00	5	1			1	✓	2
4:00 PM	5:00 PM			30	\$100.00							
Extra			EF	M-F	\$100.00	5	1	1	1	1	✓	5
5:00 PM	5:30 PM			30	\$500.00							
Hope/Ben			PT	Tu	\$800.00	5		1				1
8:30 PM	9:30 PM			30	\$800.00							
X-Factor			PT	W	\$1,300.00	5			1			1
7:00 PM	9:00 PM			30	\$1,300.00							
KASA 9p News			LN	M-F	\$400.00	5		1	1			2
9:00 PM	9:30 PM			30	\$800.00							
KASA 9:30p News			LN	M-F	\$300.00	5	1	1	1	1	✓	5
9:30 PM	10:00 PM			30	\$1,500.00							
Saturday 9:30p News			LN	Sa	\$250.00	5				1		1
9:30 PM	10:00 PM			30	\$250.00							
Sunday 9:30p News			LN	Su	\$275.00	5				1		1
9:30 PM	10:00 PM			30	\$275.00							
Station Gross Totals				\$5,585.00		4	4	4	3	3	1	20

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/1/2012 2:53:15 PM

KASA-TV

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suzannel@mediastategies.com



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KASA-TV

201092

Jng
8/22/12

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
					Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	
People's Court			DT	M-F	\$30.00	5	1		1			2
1:00 PM	2:00 PM				30							
Funny Videos			EF	M-F	\$50.00	5		1		1		2
4:00 PM	5:00 PM				30							
Extra			EF	M-F	\$100.00	5	1	1	1	1	1	5
5:00 PM	5:30 PM				30							
Hope/Ben			PT	Tu	\$800.00	5		1				1
7:00 PM	8:00 PM				30							
X-Factor			PT	W	\$1,650.00	4			1			1
7:00 PM	9:00 PM				30							
Highly pre-emptible at LUR per KASA. Move to L4												
KASA 9p News			LN	M-F	\$1,000.00	3	1					1
9:00 PM	9:30 PM				30							
Highly pre-emptible at LUR per KASA. Move to L3												
KASA 9:30p News			LN	M-F	\$800.00	3	3	1				1
9:30 PM	10:00 PM				30							
Highly pre-emptible at LUR per KASA. Move to L3												
Saturday 9:30p News			LN	Sa	\$325.00	4			1			1
9:30 PM	10:00 PM				30							
Highly pre-emptible at LUR per KASA. Move to L4												
Sunday 9:30p News			LN	Su	\$350.00	4			1			1
9:30 PM	10:00 PM				30							
Highly pre-emptible at LUR per KASA. Move to L4												
Station Gross Totals				\$5,585.00		3	3	3	2	2	1	15

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 8/22/2012 6:54:16 AM

KASA-TV

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Spot Manager: All, 10/15/12-10/21/12

WIDEBIT

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
<i>Advertiser: POL/Heinrich for Senate (D)</i>									
<i>Agency: Media Strategies & Research</i>									
Line: 1									
<i>Time Period: 1p-2p</i>									
201092	11649		10/15/12	:30 P5		10/15-10/21			\$30.00
201092	11649		10/18/12	:30 P5		1:38:46 PM 10/15-10/21			\$30.00
									\$60.00
									\$60.00

Line: 2

Time Period: 4p-5p

201092	11649	10/15/12	:30 P5	10/15-10/21	\$50.00
201092	11649	10/19/12	:30 P5	4:29:37 PM 10/15-10/21	\$50.00
					\$100.00
					\$100.00

Line: 3

Time Period: 5p-530p

201092	11649	10/17/12	:30 P5	5:22:54 PM 10/15-10/21	\$100.00
201092	11649	10/19/12	:30 P5	5:14:41 PM 10/15-10/21	\$100.00
201092	11649	10/18/12	:30 P5	5:14:26 PM 10/15-10/21	\$100.00
201092	11649	10/16/12	:30 P5	5:14:26 PM 10/15-10/21	\$100.00
201092	11649	10/15/12	:30 P5	5:22:24 PM 10/15-10/21	\$100.00
					\$500.00
					\$500.00

Line: 4

Time Period: (8:30:00 PM-9:00:00 PM)

201092	11649	10/16/12	:30 P5	8:40:16 PM 10/15-10/21	\$800.00
					\$800.00
					\$800.00

Line: 5

Time Period: 7p-9p

201092	11649	10/17/12	:30 P5	7:28:50 PM 10/15-10/21	\$1,300.00
					\$1,300.00
					\$1,300.00

Line: 6

Time Period: 9p-930p

201092	11649	10/17/12	:30 P5	9:29:00 PM 10/15-10/21	\$400.00
201092	11649	10/16/12	:30 P5	10/15-10/21	\$400.00
					\$800.00
					\$800.00

Line: 7

Time Period: 930p-10p

201092	11649	10/19/12	:30 P5	9:38:56 PM 10/15-10/21	\$300.00
201092	11649	10/15/12	:30 P5	9:38:16 PM 10/15-10/21	\$300.00
201092	11649	10/16/12	:30 P5	9:58:35 PM 10/15-10/21	\$300.00
201092	11649	10/18/12	:30 P5	9:47:12 PM 10/15-10/21	\$300.00
201092	11649	10/17/12	:30 P5	9:56:20 PM 10/15-10/21	\$300.00
					\$1,500.00
					\$1,500.00

Line: 8

Time Period: 930p-10p

201092	11649	10/20/12	:30 P5	9:37:26 PM 10/15-10/21	\$250.00
					\$250.00
					\$250.00

Line: 9

Time Period: 930p-10p

201092	11649	10/21/12	:30 P5	9:56:20 PM 10/15-10/21	\$275.00
					\$275.00

[Sorted by: Line]

Spot Manager: All, 10/15/12-10/21/12

REPORT

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 9

									\$275.00
									\$5,585.00
									\$5,585.00
									\$5,585.00
									\$5,585.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

 FEDERAL CANDIDATE STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA-TV Albuquerque	Date: 10/1/2012
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I, Media Strategies and Research,
 being/on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:		Date of Last Broadcast:			
Monday, October 15, 2012		Sunday, October 21, 2012			

Total Charges: \$5,585.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 01, 2012

Date



Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title